

Notice of References Cited	Application/Control No. 09/911,794	Applicant(s)/Patent Under Reexamination NOLL ET AL.	
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U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
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FOREIGN PATENT DOCUMENTS

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	N				Brumback, Honey. "New channels to watch: stores are using kids and video programs to appeal to shoppers in the store, Supermarket News/28 Feb. 1994: 32A.	
	O					
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	R				Goetzl, David. "Rivals battle for pharmacy TV network turf, Advertising Age, v. 78 n. 46 (18 Nov. 1999): 16.	
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NON-PATENT DOCUMENTS

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	U	Definition of "brand" (n), Merriam-Webster's Collegiate Dictionary, 10th ed. (Springfield MA: Merriam Webster), 1997.
	V	James, Denise, "What's in - What's out for in-store advertising in pharmacies", Medical Marketing and Media, v. 29 n. 1 (January 1994): 42-48.
	W	Erlick, June Carolyn, "QVC on Demand", HFN, v. 69 n. 10 (6 March 1995): 1+
	X	Paikert, Charles, "Cable companies are turning to retail", Multichannel News, v. 17 n. 9 (2 December 1996): 142+

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.